

**PARTNERS OUTDOORS 2012:  
BEYOND FLREA: RECREATION FEES AND OTHER STRATEGIES FOR  
FUNDING RECREATION OPPORTUNITIES ON FEDERAL LANDS**

**Date:** **January 8-11, 2012** (*Sunday beginning at 2:00 p.m. with a Monday "on the road seminar" and concluding Tuesday with dinner. Related follow-up meetings may be held on Wednesday*)

**Location:** **Kingsmill Resort and Conference Center** ([www.kingsmill.com/meetings/](http://www.kingsmill.com/meetings/))  
1010 Kingsmill Road, Williamsburg, VA 23185 (800) 832-5665/(757) 253-1703

**Theme:** ***Beyond FLREA: Recreation Fees and Other Strategies for Funding Recreation Opportunities on Federal Lands.*** Participants in Partners Outdoors 2012 will participate in 2 ½ days of plenary sessions, action team meetings and informal sharing. General sessions will focus on a review of current and potential recreation infrastructure and operations funding, including use of fee receipts, special taxes, concessions and permit strategies, partnerships and more to provide visitors with quality experiences. In addition to focusing on experiences of FLREA – which faces the need for reauthorization by 2014 – participants will review key strategies and authorities used for ski areas in national forests, concessions and commercial leases in national parks, NAFI (Non-Appropriated Funding Instrumentalities) used at DOD bases, partnerships with nonprofits and other creative solutions used on federal lands, and invite presentations on creative funding strategies used by state and regional recreation providers, as well. Information on proven, long-term funding programs including hunting and fishing will be provided. Finally, discussion will be encouraged of alternative funding strategies reflecting the health and educational benefits of federal recreation sites.

Action teams will focus on: (1) revisions to the federal recreation fee program that would improve efficiency, public acceptance and fairness; (2) new and sustainable funding strategies which should be piloted on federal lands; and (3) mechanisms for assessing recreationist desires and satisfaction levels for experiences on federal lands.

Participants also will take part in an "on the road seminar" and view operations within the region, and be briefed on the financial models employed. Anticipated stops include Colonial Williamsburg, a nonprofit enterprise, and Colonial National Historical Park.

**Participation:** Participation in Partners Outdoors is by invitation only and will be restricted to approximately 125 persons. Invitations are extended by sponsoring organizations, including seven federal agencies, the National Association of State Park Directors and the American Recreation Coalition. Attendees hold senior management positions in the recreation and resources fields or are identified as candidates for such posts. Confirmation of attendance and room reservations at the Kingsmill Resort are required by December 15, 2011.

**Accommodations:** Overnight accommodations and the meeting will be at the Kingsmill Resort and Conference Center in Williamsburg, Virginia, a modern and large complex with traditional guest rooms and other lodging options. Participants are offered a special rate of \$96/night single or double, which is the approved federal per diem rate for the area, plus 5% state sales tax, 5% occupancy tax, and \$2.00 per night local occupancy

tax. *Each federal agency partner will compile a list of its participants and forward that list to the American Recreation Coalition. Non-federal participants will fill out a registration form and send it to ARC. ARC will make all initial room reservations and then let all the participants know that they should call and **provide credit-card information to finalize the reservation with a one-night deposit. Deposits are only refundable for cancellations received no later than five days prior to arrival.***

**Transportation:** The drive to the Kingsmill Conference Center is approximately 2 ½ hours from Washington, D.C., and Washington Reagan and Dulles International Airports by Interstate and is also served by three nearby international airports: Richmond (50 miles), Norfolk (44 miles) and Newport News (20 miles). Amtrak service is available to Williamsburg with the station three miles from the hotel and serviced by the hotel shuttle.

**Tuition/Event Costs:** Each participant will be charged a fee of \$495 for all materials, meals, conference facilities and group transportation offered in conjunction with the Partners Outdoors 2012 conference. The fee may be sent to the American Recreation Coalition (1225 New York Avenue, N.W., Suite 450, Washington, D.C. 20005) before the conference or may be paid on site at the time of registration. **No refunds for cancellations will be honored after December 15, 2011.** Checks should be made payable to the American Recreation Coalition. **Provisions for guests at selected events can be arranged at an additional charge and should be requested in advance and in writing.**

**Displays:** There will be limited areas for the display of materials relating to partnership activities between federal agencies and for-profit enterprises. Arrangements should be made through the American Recreation Coalition at (202) 682-9530.

**Expected Outcomes:** Central objectives of Partners Outdoors 2012 are: (1) increase understanding about revisions to the federal recreation fee program that would allow broad agency and public support; (2) assess opportunities for linking healthcare programs, including wellness efforts, and educational programs to public lands operations and maintenance fiscal needs; (3) increase understanding about current and potential authorities for funding capital and operational costs of recreation programs on public lands and waters; (4) design and recommend pilot efforts to replace recreation services now funded through annual appropriations with sustainable alternative strategies; (5) make recommendations to agency leadership and the recreation and tourism industries about effective monitoring of visitor desires and satisfaction levels, including value satisfaction.

**Attire:** Dress during the meetings at Partners Outdoors 2012 will be "business casual," but recreational attire will also be appropriate at most sessions.

# Partners Outdoors 2012

January 8-11, 2012

## Draft Program

### Sunday, January 8, 2012

- 12:00 noon – 7:00 pm      **Registration**
- 2:00 – 3:30 pm      **Sponsoring Organization Meetings**  
(Seven breakout sessions)
- 4:00 – 5:45 pm      **Opening Session**  
4:00 - 4:15 pm      Welcome - Thomas Dammrich, Chairman, American Recreation  
Coalition and President, National Marine Manufacturers Association
- 4:15 - 4:45 pm      Keynote Speaker - The Honorable Robert McDonnell, Governor of  
Virginia
- 4:45 - 5:45 pm      "Setting the Stage: Current Findings on Visitors to Public Lands, Lifestyle  
Trends and Political Realities"  
Speakers: Gary Machlis, Science Advisor, National Park Service (*report  
on Comprehensive Survey of the American Public*)  
Representative from Gallup (*why recreation helps people thrive*)  
Representative from political polling firm (*bringing value to recreation in  
a political marketplace*)  
Moderator: Richard Coon, Vice Chairman, American Recreation  
Coalition and President, Recreation Vehicle Industry Association
- 6:00 – 7:00 pm      **Reception**
- 7:00 – 8:30 pm      **Dinner**

### Monday, January 9, 2012

- 7:00 am – 4:00 pm      **Registration**
- 7:00 – 8:00 am      **Continental Breakfast**
- 8:00 – 12:00 noon      **General Sessions**  
8:00 - 9:30 am      "The Recreation Fee Program Today: Accomplishments and Challenges"  
Speakers: Representative from Interagency Fee Working Group (*report  
on the fee program, background, lessons learned, future  
opportunities*)  
Kitty Benzar, President, Western Slope No-Fee Coalition (*the case  
against fees*)  
Rick Cables, Director, Colorado Division of Parks and Wildlife (*making  
fees work at the federal and state levels*)  
Warren Meyer, President, National Forest Recreation Association  
(*implementing fee programs that meet the needs of public land  
visitors and public land agencies*)  
Mary Coulombe, Chief, Natural Resources Management,  
U.S. Army Corps of Engineers (*challenges inherent in the current fee  
structure*)  
Moderator: Ed Klim, President, International Snowmobile  
Manufacturers Association

9:30 - 10:30 am "The Recreation Fee Program Tomorrow: Strategies and Tools for 2014 and Beyond"  
Speakers: Casey Hammond, Professional Staff Member, U.S. House of Representatives Committee on Natural Resources (*outlook for the recreation fee program from the Congressional perspective*)  
Craig Crutchfield, Branch Chief, Interior, Office of Management and Budget (*funding recreation from a public agency perspective*)  
Terry MacRae, CEO, Hornblower Cruises and Events (*funding recreation from a private sector perspective*)  
Moderator: Kevin Kilcullen, Branch Chief, Visitor Services, U.S. Fish and Wildlife Service

10:30 – 11:00 am Break

11:00 am - 12:00 noon "Creative Strategies for Meeting the Financial Needs of Public Recreation Programs"  
Speakers: Ed Miles, Deputy Chief, Services Division, Langley Air Force Base (*how NAFI's put money on the ground*)  
Representative from Colonial Williamsburg (*raising money from friends – guests and philanthropists alike*)  
Representative from U.S. Fish and Wildlife Service (*raising money from programs like Duck Stamps, licenses and more*)  
Representative from National Park Hospitality Association (*encouraging private investments on public lands*)  
Moderator: Margaret Bailey, Senior Vice President, CHM Government Services

12:00 noon – 1:15 pm **Lunch**  
*"Update on recreation.gov"*

1:30 – 6:00 pm **Offsite Learning Excursion**  
Visits to Colonial Williamsburg and Colonial National Historical Park

6:30 – 7:30 pm **Reception**

7:30 – 9:00 pm **Dinner**  
Speaker: The Honorable Dan Ashe, Director, U.S. Fish and Wildlife Service

## Tuesday, January 10, 2012

7:00 – 8:00 am **Continental Breakfast**

8:00 – 10:30 am **General Sessions**  
8:00 - 9:15 am "New Resources: Health and the Great Outdoors"  
Speakers: Captain Chuck Higgins, Director, Office of Public Health, National Park Service (*encouraging public health on public lands*)  
Robin Schepper, Health Project, Bipartisan Policy Center (*making better use of healthcare dollars*)  
Moderator: Michael Suk, M.D., J.D., MPH FACS, Chairman, Healthy Measures: Physicians for Healthier Americans Through Fun Outdoors

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| 9:15 - 10:30 am     | <p><b>"New Resources: Education and the Great Outdoors"</b><br/> Speakers: Cheryl Charles, President and CEO, Children &amp; Nature Network (<i>why outdoor learning works</i>)<br/> Representative, National Geographic Education Foundation (<i>building partnerships with the private sector</i>)<br/> Tim Mertz, President, Association of Outdoor Recreation and Education (<i>building partnerships with higher education</i>)<br/> Kevin Coyle, Vice President for Education, National Wildlife Federation (<i>using ED OUT as a template for leveraging resources</i>)<br/> Moderator: Mary Wagner, Associate Chief, U.S. Forest Service</p> |
| 10:30 – 11:00 am    | <b>Break</b>   |
| 11:00 am – 12:30 pm | <p><b>Action Team Meetings: Round One</b><br/> (1) Recreation Fees: Learning from the Past, Sharing Ideas for the Future<br/> (2) Piloting New and Sustainable Funding Strategies on Public Lands<br/> (3) Assessing Recreationists' Interests and Satisfaction Levels on Public Lands</p>   |
| 12:30 – 1:00 pm     | <b>Box Lunch Pick Up</b>   |
| 1:00 - 2:30 pm      | <p><b>Action Team Meetings: Round Two</b><br/> (1) Recreation Fees: Learning from the Past, Sharing Ideas for the Future<br/> (2) Piloting New and Sustainable Funding Strategies on Public Lands<br/> (3) Assessing Recreationists' Interests and Satisfaction Levels on Public Lands</p>   |
| 2:30 – 4:30 pm      | <b>Topic Leadership Meetings</b>   |
| 5:00 – 6:30 pm      | <p><b>General Session</b><br/> "Personal Reflections: Why I Know Recreation Will Continue To Be a Force for Good in America"<br/> Speakers: Gary Kiedaisch, Chairman, Igloo Products Corporation<br/> The Honorable Dan Ashe, Director, U.S. Fish and Wildlife Service<br/> The Honorable Lisa Jackson, Administrator, U.S. Environmental Protection Agency<br/> Moderator: Ruth Coleman, Director, California State Parks</p>   |
| 6:30 – 7:15 pm      | <b>Reception</b>   |
| 7:15 – 9:30 pm      | <b>Dinner with Action Team Presentations</b>   |

**Wednesday, January 11, 2012**

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|-------------------|------------------------------------|
| 7:30 – 8:30 am    | <b>Continental Breakfast</b>       |
| 8:30 – 12:00 noon | <b>Special Session (tentative)</b> |
| 8:30 – 12:00 noon | <b>Special Session (tentative)</b> |